

## **RECYCLE MORE Challenge - Interview**

Waukesha City Residents, Ness and Phyllis Flores 8/9/06

### **1 - Why do you think recycling is important?**

To conserve natural resources and save energy. It feels good to have things be put to another use rather than go to waste. We are such a market-driven, consumer society so it is important to recycle all that packaging.

### **2 - How will recycling benefit your community, even if you don't win the challenge?**

Spend less tax money if people participate. It's good for the community - raises the level of consciousness and gets more people involved and thinking about their actions.

### **3 - What are some of the barriers to recycling that you've encountered? How did you overcome them?**

Recycling may be perceived to be inconvenient or unimportant. Education is the key to removing barriers. Forming a new habit- recycling rather than throwing something away- must be convenient. Once the habit is formed, it's second nature! Put bins or bags in a convenient spot such as under the sink or where the mail is sorted. People may need a second bin for more recyclables- it is good that those are now free to residents.

### **4 - Other than recycling, what does your family do to reduce waste?**

Our son changes the oil in our car and we take the motor oil to the drop off site to be recycled. We are interested in composting. We have a garden and put a lot of our leaves there in the fall. That makes really nice soil. Our parents taught us to look at everything twice before we threw it away. We reuse deli containers and take hangers and garment bags back to the laundry and try to conserve energy- turn off lights and turn the heat down in winter.

### **5 - What do you like about the *RECYCLE MORE Challenge*?**

We like the fact that everyone is being reminded to recycle. Some people think it's not important. People need to know that the program is working! It's not just a "feel good" program for tree huggers- there is world demand for steel and paper.

### **6 - How do you plan to increase recycling at your house?**

We have a special bin or bag for recycling whenever we have a family picnic or party, so our friends and family know they need to recycle too.

### **7 - If you were running the *RECYCLE MORE Challenge* campaign, how would you get people interested in recycling more?**

Have regular reminders in the newspaper. Have a raffle or giveaway- maybe a bike or energy-saving devices. Lots of press and word-of-mouth. Encourage companies to provide recycling bins, like in downtown Waukesha.



Ness and Phyllis Flores, longtime Waukesha residents, carry out their full recycles bins.